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Listing of Claims:

Claims 1 -18 (Canceled)

19. (currently amended) Process for the manufacture of a reflection transfer that is not clear translucent, comprising the steps:

initially providing an adhesive-repellant base medium;

applying a transfer adhesive on the base medium, wherein the transfer adhesive is at least one of heat-sensitive and pressure sensitive;

applying an intermediate ink layer to a side of said transfer adhesive opposite said base medium;

applying a reflection ink layer comprising a plurality of reflection particles directly onto ~~at least one of the transfer adhesive and an~~ said optional intermediate ink layer, ~~said optional intermediate ink layer being optionally applied in an~~

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~~additional step directly on the transfer adhesive, wherein said~~
reflection particles are added to the reflection ink before
applying the reflection ink on the transfer adhesive or the
optional intermediate ink layer, respectively;

drying the transfer such that at least some of the
reflection particles are raised above the reflection ink layer;

~~with the proviso that where the transfer adhesive is~~
~~directly applied to the base medium, the transfer adhesive is not~~
~~clear translucent. and~~

~~with the further proviso that where the optional~~
~~intermediate ink layer is applied onto the transfer adhesive on~~
~~the base medium, the optional wherein said intermediate ink layer~~
~~is not clear translucent, and the transfer adhesive is optionally~~
~~clear translucent.~~

20. (Previously Presented) Process according to any one of
claim 19 or 27 wherein the transfer adhesive is dried after
application onto the base medium and before applying at least one
of the reflection ink and the intermediate ink layer.

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21. (Previously Presented) Process according to any one of claim 19 or claim 27, wherein the intermediate ink layer is dried before applying the reflection ink

22. (Previously Presented) Process for the manufacture of a reflection transfer that is not clear translucent, comprising the steps:

initially providing an adhesive-repellant base medium;

applying onto the base medium one of a) a transfer adhesive/reflection ink mixture containing a plurality of reflection particles and b) a colored transfer adhesive which contains a plurality of reflection particles;

wherein at least one of the transfer adhesive/reflection ink mixture and the colored transfer adhesive is not clear translucent; and

drying the transfer such that at least some of the reflection particles are raised above the mixture.

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23. (previously presented) Process according to any one of claim 19 or claim 22 further comprising a step of applying a transfer medium to the dried and hardened transfer.

24. (previously presented) Process according to any one of claim 19 or claim 22, wherein the transfer adhesive has an optical property selected from the group consisting of transparent, colored translucent, full-colored, and full-color white.

25. (previously presented) Process according to any one of claim 19 or claim 22, wherein the reflection particles are at least one of (a) spherical in shape and having a grain diameter in the range from 10 to 100 μm , and (b) at least one of chip-shaped and needle-shaped and having a longitudinal extension in the range from 10 to 110 μm .

26. (Previously presented) Process according to any one of claim 19 or claim 22, wherein the transfer layer is applied, onto the base medium in such a way that a motif represented is of a correct side in a plan view.

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27. (Previously Presented) Process according to claim 19, wherein the transfer adhesive is transparent or translucent and the optional intermediate layer is of white ink.

28. (New) The process as in claim 19, further comprising the step of forming the reflection transfer via a screen printing process.

29. (New) The process as in claim 22, further comprising the step of forming the reflection transfer via a screen printing process.

30. (New) Process for the manufacture of a reflection transfer that is not clear translucent, comprising the steps:

initially providing an adhesive-repellant base medium in a screen printing machine;

applying a transfer adhesive on the base medium, wherein the transfer adhesive is at least one of heat-sensitive and pressure sensitive;

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applying a reflection ink layer comprising a plurality of reflection particles directly onto said transfer adhesive wherein said reflection particles are added to the reflection ink before applying the reflection ink on the transfer adhesive;

drying the transfer such that at least some of the reflection particles are raised above the reflection ink layer;
and

wherein said transfer adhesive is not translucent.

31. (New) The process as in claim 30, wherein said step of applying said transfer adhesive to said base medium comprises applying said transfer adhesive via a screen print process.

32. (New) The process as in claim 28, further comprising the step of applying said reflection transfer to a substrate by using a transfer press.

33. (New) The process as in claim 29, further comprising the step of applying said reflection transfer to a substrate by using a transfer press.